

## ORDER



**Orders**

Order / Rev: 57009  
 Alt Order #: 9820250 /Brad  
 Product Desc: BOB CASEY FOR SENATE  
 Estimate:  
 Flight Dates: 09/19/12 - 09/24/12  
 Original Date / Rev: 09/17/12 / 09/17/12  
 Order Type: GENERAL

**WHP-TV CBS21**

Primary AE: Millennium Washington DC  
 Sales Office: MNAT  
 Sales Region: National

**Agency**

Name: Shorr Johnson Magnus  
 Buying Contact:  
 Billing Contact:  
1831 Chestnut Street  
Philadelphia, PA 19103

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Casey/D/Senate  
 Demographic: A35+  
 Product Codes: State Elections  
 Priority: P-2  
 Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	29	\$10,800.00	\$9,180.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	29	\$10,800.00	\$9,180.00	0.00
<b>Totals</b>	<b>29</b>	<b>\$10,800.00</b>	<b>\$9,180.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Millennium Washington DC Start Of Order - End Of Order 100%

**Order Share**

	Share	Total
WHP-TV CBS21	17%	\$10,800.00
Market	100%	\$63,529.41

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	60%	\$38,117.65
WHTM	19%	\$12,070.59
WLYH	0%	\$0.00
WPMT	4%	\$2,541.18

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	09/19/12	09/24/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-WTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 2	WHP	09/19/12	09/24/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-WTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
N 3	WHP	09/19/12	09/24/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-WTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
N 4	WHP	09/19/12	09/24/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-WTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
N 5	WHP	09/19/12	09/24/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
N 6	WHP	09/19/12	09/24/12		CM	730p-8p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa 730p-8p Sa 730p-8p											
N 7	WHP	09/19/12	09/24/12	Wed Spec Wed Special	CM	8:00 PM-9:30 PM (8:00 PM-9:30 PM)	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 8	WHP	09/19/12	09/24/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
N 9	WHP	09/19/12	09/24/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
N10	WHP	09/19/12	09/24/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-WTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N11	WHP	09/19/12	09/24/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
													Totals	29	\$10,800.00